

I claim:

- 1           1.       A compact disk holder comprising:  
2           a disk securing member structured and arranged to engage a compact disk;  
3           a base; and  
4           at least one spoke extending radially from the disk securing member to the base.
- 1           2.       The compact disk holder of claim 1 wherein the at least one spoke is  
2           discontinuous around a perimeter of the disk securing member.
- 1           3.       The compact disk holder of claim 1 wherein the at least one spoke comprises  
2           several spokes extend radially from the disk securing member toward the base, the spokes  
3           each being discontinuous around a perimeter of the disk securing member.
- 1           4.       The compact disk holder of claim 3 wherein the spokes have sides that are  
2           structured and arranged such that wedge shaped cut-out areas are defined between the spoke  
3           sides.
- 1           5.       The compact disk holder of claim 1 further comprising a disk protecting  
2           member positioned around a perimeter of a compact disk engaged by the disk securing  
3           member.
- 1           6.       A compact disk holder comprising:  
2           a first side;  
3           a second side connected to the first side so as to permit the first side to move relative  
4           to the second side between a closed position and an open position;  
5           a disk securing member structured and arranged to engage a compact disk; and  
6           at least one spoke extending radially from the disk securing member toward the  
7           second side, the at least one spoke being discontinuous around a perimeter of the disk  
8           securing member.

1           7.     The compact disk holder of claim 6 wherein the at least one spoke is  
2 structured and arranged to expose a portion of a compact disk that is engaged by the disk  
3 securing member from a viewing position that faces the side from which the disk securing  
4 member extends.

1           8.     The compact disk holder of claim 6 wherein:  
2 the first side and the second side form a cavity in the closed position; and  
3 at least one transparent cut-out area is defined adjacent to the at least one spoke,  
4 enabling perception of the cavity.

1           9.     The compact disk holder of claim 6 wherein at least one non-transparent cut-  
2 out area is defined adjacent to the at least one spoke.

1           10.    The compact disk holder of claim 8 wherein the at least one transparent cut-  
2 out area defines at least one wedge shaped viewing window.

1           11.    The compact disk holder of claim 8 further comprising a transparent material  
2 covering the second side and enabling perception of the cavity when the compact disk holder  
3 is in the closed position.

1           12.    The compact disk holder of claim 6 wherein:  
2 the first side is structured and arranged to define a viewing window; and  
3 the viewing window constitutes less than all of the first side to provide a first viewing  
4 characteristic that differs from a second viewing characteristic that is provided  
5 through another portion of the first side.

1           13.    The compact disk holder of claim 6 wherein:  
2 the first side and the second side form a cavity in the closed position;  
3 the first side and the second side include substantially flat surfaces; and  
4 the disk securing member is structured and arranged to separate a flat surface of the  
5 compact disk from the substantially flat surfaces of the first side and the second side.

1           14.     The compact disk holder of claim 13 further comprising an inner surface  
2 member upon which the disk securing member is positioned.

1           15.     The compact disk holder of claim 13 wherein the disk securing member  
2 includes a central portion that engages the compact disk by moving the central portion of the  
3 disk securing member toward the second side.

1           16.     The compact disk holder of claim 6 further comprising a disk protecting  
2 member positioned around a perimeter of a compact disk engaged by the disk securing  
3 member.

1           17.     The compact disk holder of claim 6 wherein the dimensions of the compact  
2 disk holder are greater than the dimensions of a Jewel case typically used to store compact  
3 disks having a format that differs from a format of a digital versatile disk.

1           18.     The compact disk holder of claim 6 further comprising a compact disk within  
2 the compact disk holder.

1           19.     The compact disk holder of claim 18 wherein the compact disk has a format  
2 that differs from a format of a digital versatile disk.

1           20.     The compact disk holder of claim 18 wherein the compact disk stores  
2 electronic marketing materials.

1           21.     The compact disk holder of claim 20 wherein the electronic marketing  
2 materials comprise computer software for installing an Internet service provider on a  
3 personal computer.

1           22.     The compact disk holder of claim 12 further comprising a dual sided label  
2     with opposing front and back faces that is affixed to the first side and positioned over at least  
3     a portion of the viewing window.

1           23.     The compact disk holder of claim 22 wherein the label has information printed  
2     both on the front of the label that is viewable while the holder is in the closed position and  
3     the back of the label that is viewable only while the holder is in the open position.

1           24.     The compact disk holder of claim 23 wherein the front of the label contains  
2     information identifying an intended recipient and the back of the label contains marketing  
3     information relating the intended recipient to a marketing source.

1           25.     The compact disk holder of claim 24 further comprising:  
2                 a compact disk; and  
3                 postage affixed to the holder wherein the compact disk holder is mailed to the  
4     intended recipient.

1           26.     The compact disk holder of claim 24 further comprising:  
2                 a compact disk; and  
3                 a wrapper around the holder and postage affixed to the wrapper wherein the compact  
4     disk holder is mailed to the intended recipient.

1           27.     The compact disk holder of claim 25 further comprising a locking mechanism  
2     capable of securing the first side and the second side in the closed position during mailing of  
3     the compact disk holder.

1           28.     A method of distributing marketing materials to an intended recipient,  
2     comprising:  
3                 obtaining a compact disk on which marketing materials are stored as data;

4 installing the compact disk into a compact disk holder having a first side and a second  
5 side connected to the first side so as to permit the first side to move relative to the second  
6 side between a closed position and an open position wherein the second side comprises a disk  
7 securing member structured and arranged to engage a compact disk and having at least one  
8 spoke extending radially from the disk securing member toward the second side, the at least  
9 one spoke being discontinuous around a perimeter of the disk securing member; and  
10 delivering the holder containing the compact disk to the intended recipient.

1 29. The compact disk holder of claim 28 wherein the at least one spoke is  
2 structured and arranged to expose a portion of the compact disk that is engaged by the disk  
3 securing member from a viewing position that faces the second side such that the installing  
4 comprises installing the compact disk in the holder with a portion of the compact disk  
5 exposed from the viewing position facing the second side.

1 30. The compact disk holder of claim 29 wherein:  
2 the first side and the second side form a cavity in the closed position; and  
3 at least one transparent cut-out area is defined adjacent to the at least one spoke  
4 enabling perception of the cavity such that the installing comprises installing the  
5 compact disk in the holder with the at least one transparent cut-out area.

1 31. The compact disk holder of claim 28 wherein at least one non-transparent cut-  
2 out area is defined adjacent to the at least one spoke such that the installing comprises  
3 installing the compact disk in the holder with the at least one non-transparent cut-out area.

1 32. The compact disk holder of claim 30 wherein the at least one cut-out area  
2 defines at least one wedge shaped viewing window such that the installing comprises  
3 installing the compact disk in the holder with the wedge shaped at least one cut-out area.

1 33. The compact disk holder of claim 30 further comprising a transparent material  
2 covering the second side and enabling perception of the cavity when the compact disk holder

3 is in the closed position such that the installing comprises installing the compact disk in the  
4 holder with the transparent material covering the second side.

1 34. The compact disk holder of claim 28 further comprising the first side being  
2 structured and arranged to define a viewing window wherein the viewing window constitutes  
3 less than all of the first side to provide a first viewing characteristic that differs from a second  
4 viewing characteristic that is provided through another portion of the first side such that the  
5 installing comprises installing the compact disk in the compact disk holder with the viewing  
6 window on the first side.

1 35. The compact disk holder of claim 34 wherein the first side and the second side  
2 are structured and arranged to define a rectangle with a length extending from top to bottom  
3 and the viewing window is positioned in the bottom portion of the first side such that the  
4 installing comprises installing the compact disk in the holder with rectangular sides and the  
5 viewing window in the bottom portion of the first side.

1 36. The compact disk holder of claim 35 wherein the viewing window on the first  
2 side has a rectangular shape such that the installing comprises installing the compact disk in  
3 the holder with the rectangular viewing window on the first side.

1 37. The compact disk holder of claim 28 wherein the first side and the second side  
2 include substantially flat surfaces and the disk securing member is structured and arranged to  
3 separate a flat surface of the compact disk from the substantially flat surfaces of the first side  
4 and the second side such that the installing comprises installing the compact disk in the  
5 holder separated from the substantially flat first side and second side surfaces by the disk  
6 securing member.

1 38. The compact disk holder of claim 37 further comprising an inner surface  
2 member upon which the disk securing member is positioned such that the installing  
3 comprises installing the compact disk in the holder with the disk securing member positioned  
4 on the inner surface member.

1           39.     The compact disk holder of claim 37 wherein the disk securing member  
2 includes a central portion that engages a compact disk by moving the central portion of the  
3 disk securing member toward the second side such that the installing comprises installing the  
4 compact disk in the holder with the disk securing member by moving the central portion  
5 toward the second side.

1           40.     The compact disk holder of claim 28 further comprising a disk protecting  
2 member positioned around a perimeter of the compact disk such that the installing comprises  
3 installing the compact disk in the holder with the disk protecting member.

1           41.     The compact disk holder of claim 28 wherein the dimensions of the compact  
2 disk holder is greater than the dimensions of a Jewel case typically used to store compact  
3 disks having a format that differs from a format of a digital versatile disk such that the  
4 installing comprises installing the compact disk in the compact disk holder with the  
5 dimensions greater than the dimensions of a Jewel case.

1           42.     The compact disk holder of claim 28 wherein the compact disk has a format  
2 that differs from a format of a digital versatile disk such that the obtaining comprises  
3 obtaining the compact disk with a different format from a digital versatile disk.

1           43.     The compact disk holder of claim 28 wherein the compact disk stores  
2 electronic marketing materials such that the obtaining comprises obtaining the compact disk  
3 with electronic marketing materials stored thereon.

1           44.     The compact disk holder of claim 43 wherein the electronic marketing  
2 materials comprise computer software for installing an Internet service provider on a  
3 personal computer such that the obtaining comprises obtaining the compact disk with  
4 electronic marketing materials for installing the Internet service provider stored thereon.

1           45.     The compact disk holder of claim 34 further comprising a dual sided label  
2     with opposing front and back faces that is affixed to the first side and positioned over at least  
3     a portion of the viewing window such that the installing comprises installing the compact  
4     disk in the holder with the dual sided label positioned over at least a portion of the viewing  
5     window.

1           46.     The compact disk holder of claim 45 wherein the label has information printed  
2     both on the front of the label that is viewable while the holder is in the closed position and  
3     the back of the label that is viewable only while the holder is in an opened position such that  
4     the installing comprises installing the compact disk in the holder with the dual sided label  
5     with printed information on the front and the back faces positioned over at least a portion of  
6     the viewing window.

1           47.     The compact disk holder of claim 46 wherein the front of the label contains  
2     information identifying an intended recipient and the back of the label contains marketing  
3     information relating the intended recipient to a marketing source such that the installing  
4     comprises installing the compact disk in the holder with the dual sided label with the  
5     identifying information printed on the front face and the marketing information printed on  
6     the back face positioned over at least a portion of the viewing window.

1           48.     The compact disk holder of claim 47 further comprising affixing postage to  
2     the holder wherein the compact disk holder is mailed to the intended recipient such that the  
3     intentionally delivering comprises mailing the holder with the postage affixed thereon.

1           49.     The compact disk holder of claim 47 further comprising a wrapper around the  
2     holder and postage affixed to the wrapper wherein the compact disk holder is mailed to the  
3     intended recipient such that the intentionally delivering comprises mailing the holder with the  
4     wrapper and the postage affixed thereon.



1           50.     The compact disk holder of claim 49 further comprising a locking mechanism  
2     capable of securing the first side and the second side in the closed position during mailing of  
3     the compact disk holder such that the intentionally delivering comprises mailing the holder  
4     with locking mechanism to secure the holder during mailing.